

Traffic Club of Chicago
Business Development Symposium
"Raising the Bar" - Mentoring, coaching, and training for the business development professional
SPEAKER INFORMATION



Bill Benjamin
Institute for Health
and Human Potential

Bill has a rare perspective – he has advanced degrees in Mathematics and Computer Science and has 25 years of real-world business experience as a senior leader. Bill is very authentic about the fact that he struggled early in his career as a leader when he was under pressure. He shares how he has been able to apply the very same techniques he teaches to become a better leader (and husband and father) himself.

In addition to using his background in sales to motivate and inspire audiences, Bill leverages his Mathematics and technical background to take a practical and scientific approach to helping people understand how the brain responds under pressure, and how that can help increase leadership and performance.

Bill is a partner at the Institute for Health and Human Potential (IHHP), a successful international research and training company, named one of the “Fastest Growing Companies” in the “Fast 100” ranking in PROFIT Magazine.

Bill also contributed to the New York Times and Amazon bestselling book *Performing Under Pressure*, co-authored by IHHP’s JP Pawliw-Fry and noted psychologist Hendrie Weisinger.



Bill Crowe
YRC Freight

Bill Crowe is the Senior Vice President of Sales and Marketing for YRC Freight. With over 30 years of experience in the transportation industry, Bill is well-known for his ability to create solutions for complex supply chain and industry needs.

Bill began his career as a sales representative for YRC Freight in Reno, Nevada. He quickly advanced through a series of sales and operations leadership roles across the country with stops in Salt Lake City; Portland, Oregon; and two years in Chicago. He has been at the corporate office in Overland Park, Kansas since August 2008.

Prior to his current role, Bill served as the Vice President of Indirect sales where he led the development of the 3PL strategy for the company. He also served as vice president of corporate sales where he was able to navigate the changing needs of the transportation industry creating solutions for YRC Freight’s largest customers. In Bill’s current role as senior VP of sales and marketing, he leads more than 800 sales and marketing professionals to deliver solutions and service to the supply chain professionals across North America.

Bill has been married to his wife Becky for 36 years. They reside in Leawood, Kansas.



Bob Lambert
Samurai Business
Group LLC®

Bob Lambert is a founding partner of Samurai Business Group LLC®, a leading training and consulting firm specializing in improving performance with sales and sales management training to professionals engaged in B-2-B business development and sales.

He has over 35 years experience in strategic business development, marketing sales and sales management for Global 50, Fortune 500 companies as well as being the founder of four successful entrepreneurial start-up companies.

Mr. Lambert has successfully coached, mentored, & trained people throughout his career. Several have gone on to become top executives with Fortune companies or found successful entrepreneurial firms. Many of Samurai’s clients have experienced 2 – 3x increases in their sales revenue.

Speaking engagements including: Harvard Business School - Alumni Club, Wharton Business School - Alumni Club, University of Chicago – Booth Roundtables, University of Michigan, Ross Graduate School Alumni, S.C.O.R.E. C12, Vistage. He’s spoken at numerous conferences, seminars for private & public companies, professional associations and small, medium business groups.

He serves on the board of advisors at DePaul University – Center for Sales Leadership, Samurai Buying Decision Model© is taught as part of their undergraduate curriculum in professional sales as well as their MBA program. Additionally 36 other universities have incorporated the Samurai BDM into their sales curriculum.

Bob attended Ferris State University majoring in Advertising & Marketing, Served in the US Navy He is married with three children and blessed with four grandchildren.

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Brent Nussbaum
Nussbaum
Transportation, Inc.

Brent began his career in equipment maintenance in the family's LTL/regional truckload business founded by his father in 1945. Upon graduation from high school, he began driving a truck and then transitioned into the operations department. In 1990, he left Nussbaum to pursue a Bachelor's Degree in International Business from Illinois State University. He went on to receive a Master's Degree in International Management from the Thunderbird School of Global Management in Glendale, AZ.

Brent returned to the family business as VP of Sales for the Truckload Division and from there assumed the role of President in 2000. Since then, he has led the transformation of Nussbaum from a unionized, LTL/regional truckload operation to a non-union, irregular route truckload and dedicated carriage services company serving forty eight states.

Under Brent's leadership, Nussbaum has enjoyed record growth and has been recognized with multiple accolades within the transportation industry for its innovative spirit and commitment to integrity. From designing solutions for customers' specific challenges to developing and implementing ground breaking equipment modifications, Nussbaum lives its motto of "Setting New Ideas in Motion."

Nussbaum is currently celebrating it's 70th year in business and operates three hundred trucks and six hundred trailers from its corporate headquarters in Hudson, IL.

Brent and his wife Cheryl live in Bloomington, IL and have been married for thirty-two years with five children. Outside activities include ministry, biking, and hiking.



Brian Basilio
B2b Interactive
Marketing Inc.

Brian Basilio is an award winning and internationally recognized author, speaker and coach. He's the founder and president of B2b Interactive Marketing Inc., an award winning marketing consulting and production company in Aurora Illinois. B2b helps companies and non-profits, market their products and services through the effective use of on-line tools including; websites, blogs, eMail, social networking, Google, S.E.O., YouTube, and more.

Brian's career spans over 30 years. Since starting his first production company in 1979, he's produced thousands of projects for companies ranging from solopreneurs to Fortune 100. Brian combines years of marketing experience, with technical expertise, to build on-line campaigns that produce measurable results. As a musician, technician, programmer, producer and consultant, he has built a reputation for creativity, innovation, and translating "geek" into english. Brian is also an adjunct professor, trainer and author of many social networking and marketing blogs. He has been featured with articles in Inc. and Entrepreneur magazines.



Brian Everett
Transportation
Marketing & Sales
Association

He's got a reputation as the "go-to guy" for marketing in the logistics industry. That's because he has more than 25 years marketing, communications, and sales experience in transportation, warehousing, and logistics, with a special expertise in business strategy, B-to-B marketing, and association management. Brian serves as CEO and Executive Director of the Transportation Marketing & Sales Association (TMSA), an industry association the provides knowledge, connections, recognition and solutions to marketing, communications, and sales leaders in North America transportation. He also is Senior Partner of MindShare Strategies, a marketing and manage firm that specializes in transportation and logistics, and regularly provides marketing counsel to the firm's key accounts.

Brian is particularly well-connected to shippers as the former Executive Director of the National Shippers Strategic Transportation Council (NASSTRAC), a trade association that provides education, advocacy, and provider relations to shippers, 3PLs, and carriers. In addition, Brian was Director of Marketing for C.H. Robinson Worldwide for more than 10 years, and helped transform this low-profile company to one of the most widely known brands in the third-party logistics market when it went public in 1998.

Brian is known to be a "chronic volunteer" in industry associations. He has served on the board of directors for the International Association of Business Communications at the international, regional, and local chapter levels; on the Council of Supply Chain Management Professionals (CSCMP) Twin Cities Roundtable; and former Chairman of the Transportation Track for the Warehousing Education Research Council (WERC) annual conference. Brian is an active member of the American Marketing Association and the American Society of Association Executives. In addition, in recognition of his career experiences and passion for industry involvement, Brian was named the youngest recipient of TMSA's "Lifetime Achievement Award."

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Brian Gareau
Brian Gareau, Inc.

Brian Gareau is Founder and President of Brian Gareau, Inc. which provides tactical and practical experiences as well as executable models to engage and accelerate performance. He is the author of three books and has developed assessment tools and processes that drive rich dialog and tangible actions. Brian currently serves as a Senior Fellow at The Conference Board. His 31 year career at a Fortune 50 Corporation included operational experience with nine start-ups and the management of 15 P&L's in North and South America and was a change agent for enterprise-wide initiatives including Lean, Values and Employee Engagement. His management consulting work has addressed performance issues in nearly 200 locations in 16 countries. More information on Brian and his organization can be found at BrianGareauInc.com.



Carey Skoglund
Ace Hardware

Carey Skoglund brings more than 30 years of supply chain experience to his role as national logistics manager for Ace Hardware. He has been involved in the supply chain from raw materials to customer delivery. Carey's responsibilities include procurement, carrier relations, logistics, and inbound transportation processes.

Carey has a BA in Materials and Logistics Management from Michigan State University and an MS in Supply Chain Management from Elmhurst College.



Daniel Mullally
FedEx

Dan Mullally leads the largest of three sales divisions at FedEx Services and has served as Senior Vice President, Sales, for 16 years. Under his direction nearly 3,000 U.S. Field and U.S. Business Sales & Support team members work together with other FedEx sales organizations to provide customers with the best solutions from a broad portfolio of transportation services.

Mullally is responsible for FedEx Sales objectives in the U.S. small and medium customer segments, as well as sales support for local facilities of large customers. His duties include building volume and revenue growth in U.S. domestic and export shipping, growth in the freight market sector and planning for leadership development within his organizations.

A 39 year veteran of the trucking and transportation industries, Mullally's extensive experience has well served him in the numerous FedEx leadership positions he has held since joining FedEx in 1995 as managing director of Express Freight Sales. He was promoted to Vice President of Air-Ground Freight Sales in 1998. Mullally was named Vice President of Global Sales and Freight Services in 1999, and was promoted to Senior Vice President, Worldwide Sales, later that year.

Prior to joining FedEx, Mullally worked 15 years at the management and office levels at Central Transport, ANR Freight System and Consolidated Freightways.

Mullally is a five time recipient of the FedEx Five Star Award (1998, 2005, 2009, 2011 and 2014), the highest honor for outstanding service to the company. In 2006, Mullally received the FedEx Services Diversity Champion Award, honoring his commitment to workplace diversity.

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Dino Moler
LeSaint Logistics, LLC

Dino currently serves as the Executive Vice President of Client Solutions for LeSaint Logistics, LLC and Chairman of the Transportation Marketing and Sales Association. Since joining LeSaint in 2005, Dino has led the company to explosive double digit growth.

Dino has over 30 years' experience in Supply Chain Management, Logistics Solutions and Strategic Business Development programs. His tenure has included organizations such as Ryder Integrated Logistics, Schneider Dedicated and previously serving as Vice President Sales & Marketing for North American Logistics. Dino has also served as the TMSA Membership Committee Chair, Chairman and Board Member. He holds a Bachelor's Degree in Business Merchandising and Minor focus in Strategic Marketing from Indiana University.



Jason Olinger
YRC Freight

Jason Olinger, born near Annawan, Illinois, graduated from the University of Southern Illinois with a Bachelor's Degree in communications with an emphasis in public speaking. After spending college summers in semi-trucks delivering seed corn, Jason pursued a career in transportation as a management trainee with Roadway Express in San Diego, California. Having learned the operations of the business, he spent the next few years as an Account Executive in Sales. Shortly after moving back to the Midwest with Roadway Express, Jason became the customer service & inside sales manager for Chicago.

In 2009 Yellow Transportation & Roadway Express merged to become YRC Freight. Jason then accepted a position as a sales development manager responsible for the development and training of the combined organization's field sales team. He went on to become a director of specialized solutions for the midwest division. In 2012 he took on the responsibility of division director of sales for the midwest. During that time he became a member of the Chicago Traffic Club. Shortly after joining, he took on a role as a member of the Education Committee for the Traffic Club. Jason is currently a director of sales with YRC Freight overseeing all strategic talent management programs for the sales organization.



Jeff LeClair
Basin Industries

Jeff LeClair declares that his business roots are firmly embedded in the Toyota Production System. He spent the early part of his career with Toyota and has carried the lessons he learned there with him throughout his 30-year business career as a manufacturing and supply chain executive—lessons about processes, but lessons, too, about the critical role of trust and collaboration across the supply chain.

Before taking on his current position of vice president of operations and supply chain for Basin Industries and president of SteelTech, he spent several years in supply chain management with Caterpillar. In all of his management roles, he strives to focus on a total-cost value chain approach to reduce costs, improve stability, and create competitive advantage.

Basin Industries is an industrial manufacturing holding and operating company focused on acquiring, operating, and developing equipment and equipment components manufacturers in numerous heavy industrial markets worldwide. SteelTech is an industrial fabrication company specializing in high-volume customized racking and container solutions for automotive and industrial customers.



Jeff Starecheski
Sears Holdings Corporation

Jeff Starecheski is responsible for transportation and ecommerce fulfillment, including both international, and domestic services. Sears leverages ocean, air, truckload, LTL, intermodal and parcel shipping to move product from vendor to store through its supply chain. Jeff oversees e-commerce distribution center operations. Recent responsibilities include supply chain strategy, Information Technology, 3PL management, reverse logistics, packaging and corporate sustainability. Prior to this role, he held positions of increasing responsibility within Sears, including transportation, inventory planning and placement, supply chain strategy and retail operations. Jeff is an active member of RILA and the Northwestern University Transportation Center. Before joining Sears, Starecheski served for 7 years as an officer in the United States Navy. He holds a MS in transportation and a BA in integrated science from Northwestern University.

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Jeff Tucker
Tucker Company
Worldwide

Jeff Tucker is CEO of Tucker Company Worldwide, America's oldest privately held freight brokerage. Jeff is co-founder and CEO of QualifiedCarriers.com, a risk management and compliance tool for shippers who use motor carriers. Tucker also co-founded QualifiedMarineTerminals.com monitoring its namesake for the shipping and oil industries.

Jeff is Chairman of the Transportation Intermediaries Association ("TIA"), and has served on the TCA and NITL boards. Jeff chairs the committee for, and co-authored each edition of TIA's "Carrier Selection Framework." In 2012 Jeff testified before Congress on CSA, and was later named by FMCSA Administrator Ferro to the MCSAC CSA Subcommittee.

His thoughts and commentaries appear in Journal of Commerce, Logistics Management, Transport Topics, Defense Transportation Journal, American Journal of Transportation, Logistics Journal and Wall Street Journal.



Jim Bellinder
United Cargo

Jim Bellinder is Vice President, United Cargo Sales - Americas for United Airlines. He is responsible for all aspects of United Cargo's sales activity in the Americas region and plans and directs the work of United Cargo's team of sales professionals in the region.

Bellinder joined Continental Airlines in 1986 as a Cargo General Sales Agent in Chicago. He progressed to Area Sales Manager, International Sales Manager, Regional Sales Manager and Regional Sales Director before becoming Continental Cargo's Director of Cargo Sales - Americas. Following the United-Continental merger, Bellinder became Director of Cargo Sales - Americas then VP - Sales for United Cargo.

Bellinder received his BS from Florida Institute of Technology.

He is married with one son and one daughter.



Joe Cullinane
Strategic Artistry

Joe is a business executive, educator, and entrepreneur with over 25 years experience in business development, sales and marketing. Joe believes that business development is both an art and a science. He is at the forefront of business development technology and methods, while at the same time embracing a "people centered" approach that focuses on having "business conversations" with buyers. At Strategic Artistry, he works with entrepreneurs, startups and enterprise executives helping create innovative strategies and creative business models. Joe provides guidance and training programs as an educator and mentor in residence at the Silicon Valley startup accelerator GSVlabs. Joe conducts sales and business development workshops for leading edge companies at General Assembly in San Francisco. Joe was vice president of sales for SaleLink Systems and founded the Telum Group, a sales professional services firm. Joe has served as a professor/instructor at several universities, including three years as executive in residence at the Northern Illinois University College of Business.

Joe has an extensive international sales background working with enterprise organizations like McDonald's, Caterpillar, Hewlett Packard, British Airways and IBM. He has held executive and sales roles at leading global technology companies including Xerox Corporation, NCR Corporation, Diversified Software. He has an MSC degree from Northwestern University, MBA from Dominican University and a BS in Marketing from Northern Illinois University. Joe has authored two books, *Surfing The Rift: The Executive Guide To The Post-Web* and *21st Century Selling: An Anthology of Advice from Top Sales Pros*.

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Justin Zubrod
Zubrod/Clair &
Company, LLC

Mr. Zubrod is the co-founder and Managing Partner of Zubrod/Clair & Company, LLC, a transportation, logistics, energy and resources advisory firm. The firm provides consulting and counsel in the logistics, air, shipping, mining, truck, package, rail, and related service areas to operators (consulting), investors (due diligence), law firms (expert witness), and others. The primary focus of the firm's and Justin's work is on strategy, mergers and acquisitions, and performance enhancement.

Prior to starting Zubrod/Clair, Mr. Zubrod ran his own firm — Justin Zubrod & Company, LLC. Previously, he led the commercial transportation consulting practices for a Booz & Company, Booz Allen Hamilton, and A.T. Kearney. He was an elected partner/shareholder with each of these firms, including serving in several elected leadership positions. Mr. Zubrod consulted with clients in virtually all modes with extensive experience in the U.S., Canada, China, Europe, New Zealand, South America, and Australia.

Mr. Zubrod is also Chairman of the Business Advisory Council — a group of over 100 transportation executives from around the world — at the Northwestern University Transportation Center — in addition to leading executive programs in freight for several years. He has held several director positions in industry at Kenan Advantage, The Busbank, DSC Logistics. He has served as a special advisor to the World Economic Forum — first on Travel & Transportation, then on Freight & Logistics, making numerous platform appearances and quoted in the media. He received his MBA from the Kellogg Graduate School of Management, his BA from the University of Maryland. Recently, Mr. Zubrod was named one of the 25 "Pioneers in Logistics" in the last 50 years by CSCMP.



Mike Brown
The
Brainzooming™
Group

Mike Brown is the founder of the The Brainzooming™ Group.

He has been at the forefront of leading Fortune 500 culture change, contributing new approaches in research, developing simplified tools for innovation, strategy planning, and aligning sales, marketing, and communications strategies for maximum business results. Additionally, he's won multiple awards for his strategic brand-building approach to customer experiences in NASCAR and conference event marketing efforts. He has accomplished these successes through a teaching orientation and providing non-experts with dynamic tools so they can succeed like experts.

Mike Brown is the author of the ebook, "Taking the NO Out of InNOvation," a guide to breaking through personal challenges to living a more creative and innovation-oriented life. Additionally, he authors the daily Brainzooming blog on strategy, creativity, and innovation.

He's been a frequent, repeat speaker for organizations, associations, and universities.



Norm Ellis
I.D. Systems

Mr. Ellis has over 35 years of hands-on experience managing sales and operations for global transportation and M2M asset management companies. Prior to joining I.D. Systems, Mr. Ellis spent 16 years at Qualcomm leading the sales, services, and marketing organizations for the Omnitracs division as Vice President. He was responsible for nearly \$400 million in annual sales and a technology upgrade program that drove a 78% CAGR including conversion revenues from 2007 to 2013. Prior to his career at Qualcomm, Mr. Ellis held Vice President and Senior Vice President positions with Service Transport, Overnite Transportation, and Mason and Dixon Lines. He received a B.A. in Business Administration from Emory and Henry College in Virginia, and completed executive development programs at Stanford University and the University of Virginia Darden School of Business.



Scott Grady
Landstar

Scott has been in the Transportation Industry for over 32 Years. Scott's experience includes Operations, Fleet management and Sales during his tenure in Transportation. Since joining Landstar in 1994, Scott has held a variety of roles, Regional, Vice President, Senior Vice President of Corporate Sales Solutions and Scott currently oversees Landstar's Automotive Solutions.

Scott won Landstar's Outstanding Management Achievement Award in 2008.

Scott has spent over 25 years servicing the automotive industry, providing multi-modal solutions throughout North America. Scott continues to be heavily involved in US/Mexico Commerce activities.

Scott also is currently serving as The Transportation Sales and Marketing Associations President.

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Scott Moscrip
Internet Truckstop
Group

Scott Moscrip is founder and CEO of Internet Truckstop Group, which includes Truckstop.com, Real Time Freight, Roady's Truck Stops, uDrove, D&S Factors, Internet Truckstop Financial Service and ITS Dispatch. After earning a Bachelor of Science Degree in physics from Oregon State University, Moscrip went on to earn his Master's degree from Texas A&M in management information systems. He worked with the federal government in Washington, D.C., as a computer research and development specialist for two years before moving to Idaho and starting the Internet Truckstop® in July 1995.



Todd Thompson
Mode
Transportation

Todd Thompson has worked in the transportation arena for over 25 years. He has held numerous positions in sales, operations, and management.

Todd has been the Senior Vice President of Mode Transportation since July, 2003. In this role, he leads Sales, Marketing, Operations, and the Intermodal Product Line. Mode Transportation produced over \$900,000,000.00 of revenue in 2014 and is owned by the Hub Group.

Professional experience includes tenures with National Piggyback Services, American President Distribution Services, Trojan Battery Co., and Mark VII Transportation (which became Exel Transportation in 2001 and Mode Transportation in 2011.) He belongs to several of the professional transportation organizations. such as: IANA/NITL, CSCMP, and TMSA.

Todd attended The Ohio State University. He and his wife, Yvonne, are proud parents of their 6 year old daughter, Brooke. They are also very involved in CASA (www.casaforchildren.org) an advocacy group that supports abused and neglected children who have been caught up in the legal system.



Thomas K. Sanderson
Transplace

A 35-year veteran in the logistics technology, third-party logistics (3PL), and transportation industries, Tom Sanderson is CEO of Transplace, a premier provider of transportation management services, intermodal, truck brokerage and SaaS TMS solutions.

Prior to joining Transplace, Sanderson was president and CEO of Clicklogistics, which he sold to BNSF and YRC.

Sanderson was co-owner and president of PTCG, Inc, the company that invented optimization-based transportation procurement with its OptiBid software. He sold PTCG to Sabre, who sold it as Logistics.com, and it is now operated as part of Manhattan Associates.

Sanderson worked 8 years in the trucking industry, serving as president of J.B. Hunt Special Commodities, Inc., Vice President of Marketing for J. B. Hunt Transport, and Vice President of J. B. Hunt Logistics (now Transplace). He held marketing and IT roles at Schneider National. He has 6 years of consulting experience with Mercer Management Consulting and Andersen Consulting (now Accenture).

He has an MBA from Indiana University, has been married for 33 years and has three children.
